



**Board of Supervisors Vision**  
Adopted December 18, 2014

## **BOTETOVRT 2040 VISION**

### **Honoring Our History, Enjoying the Present And Shaping the Future**

Botetourt is a dynamic and vibrant county of rich, carefully protected and preserved historical and natural resources that make it a place like no other.

Northern Botetourt is characterized by innovative agricultural and recreational enterprises that result in prosperous communities that retain their historical authenticity - from Mainstreet Buchanan to Colonial Fincastle. Southern Botetourt is full of all types of shopping, restaurants, and entertainment, easily accessed by beautiful corridors, an extensive trail system, and public transit. Attractive and connected office, commercial, and industrial development is intermixed with a broad and diverse variety of housing. Exit 150, in particular, is a unique and high-end destination for shopping and entertainment. It is the portal to all things Botetourt.

Botetourt is the preferred place to live, shop, work and play for residents throughout the region. We are perceived as “cool” by old and young alike. Visitors from around the world are drawn to our mountains, waterways, scenic highways, historic and cultural attractions, and our best-in-class sports competition and entertainment venues. Residents and visitors enjoy the ultimate opportunity for both adventure and reflection.

The way we do business has built and strengthened public trust and confidence. Our vision, thorough planning, and diligent, accountable management result in high levels of citizen satisfaction with our government and with Botetourt as a place to live, work and play. Residents and businesses actively engage in civic activities and continually and enthusiastically work together to make Botetourt a better place.

In 2040, we are our own entity and we like what we are: energetic, enabling, engaged but not engulfed, exciting and excited. Botetourt is an easy place in which to live, raise a family, run a business, and achieve individual and collective potential. In a word, Botetourt is, simply, cool.

We are what we are because of a focus on the following:

## Thriving Business Environment

Botetourt's economy is a regional force. Through a business friendly and supporting climate, the county assists our existing businesses to continually reinvest and expand here. Through active and targeted marketing we attract community-minded, value-added business and industry from around the globe. A reliable partner and creative resource to business, we maximize conditions for new businesses to establish themselves and thrive. Historically an agricultural community, that heritage has evolved into high-tech traditional farming and innovative and sustainable uses of our natural resources. We showcase a cluster of successful niche and traditional agri-businesses that serve markets near and far.

## The Gateway Center

Exit 150 is a gateway not only to Botetourt County, but to the entire Roanoke Valley, the Shenandoah Valley, Central Virginia, and the Virginia Highlands. It is the starting point for visitors in search of scenic beauty, history, culture, outdoor adventures, and shopping. Economic development and land use policies and programs facilitate the area as a destination all its own. It is a nucleus of premier retailers, restaurants, and entertainment luring travelers off the highway and visitors from throughout the region. Through design and dedicated effort, it serves as the glue that economically and physically unites all areas of our county and that extends opportunity to all.

## Botetourt Cool

Botetourt provides the ultimate "cool experience" for both residents and visitors. Through cooperative public-private and regional partnerships, we present an engaging and exciting array of entertainment, recreational, cultural, sports, and outdoor amenities, making Botetourt County the premier livable community and providing the ultimate visitor experience. Consistent investments provide us with sports fields and recreational facilities that are best in class; and hiking, biking, equestrian, and water trails that inspire outdoor enthusiasts. Varied cultural amenities, including music, art, and culinary venues, are of exceptional quality. Our vast, pristine national forest, Blue Ridge Parkway, and scenic landscape provide the ultimate opportunity for both reflection and adventure.

## Responsible Governance

Thanks to an expanding and diversified tax base made up of successful commercial, industrial and retail businesses and well-maintained, desirable housing, Botetourt County provides quality services efficiently and effectively. Finances are managed conservatively, minimizing the burden on tax payers while ensuring fiscal stability. Botetourt governs with self-reliance, while exploring and participating in regional as well as private sector partnerships of mutual advantage. County government and business leaders cooperatively and proactively engage state and federal agencies and elected officials to ensure that the County's interests and priorities are known and addressed.

## Ample and Reliable Infrastructure and Facilities

Modern, strategically located, and designed-to-expand public facilities and infrastructure enable us to cost-effectively provide quality services to our residents, businesses, and visitors. Utilizing the County's comprehensive plan and capital improvements plan, we are

set to more than meet the needs of projected business and population growth. The creative use of public-private partnerships allows the County to achieve goals it could not achieve alone, including the provision of high-speed internet service from boundary line to boundary line.

### **Responsive Government**

Our law enforcement and emergency services provide residents, visitors, and businesses with a safe and secure environment. All local government agencies are respectful of the rights of personal privacy and property. Multiple and varied opportunities for public input and feedback and reliable management systems ensure that all voices and concerns are heard and addressed in a timely way. Responsive, responsible government operations have helped make Botetourt the ultimate place to raise a family, retire in leisure, or start and operate a business.

### **Lifelong Learning Excellence**

Botetourt County's education system is a vibrant and dynamic environment that leverages technology to attract the best educators and to prepare students for higher education and career/technical success after high school. The education system provides opportunities to all citizens in pursuing their lifelong learning goals. Partnerships with County schools, higher education institutions, workforce development organizations and businesses create coordinated programs that align the County's well-prepared labor force with existing and emerging labor needs.

### **Strategic Land Use**

Through thoughtful and intentional planning and policy-making, Botetourt County has experienced significant growth and development while maintaining the rolling farmlands, wooded mountains and scenic creeks and rivers that define its beauty. Technology, innovation and impact-sensitive standards allow diverse agriculture, nature and resource related enterprises to thrive in northern Botetourt. Collaborative visioning and policy making have spurred a social and economic renaissance for our towns and small communities, along with the protection of their distinct architectural, historical and cultural characteristics.

The County's seizure of policy opportunities created by the redevelopment of Exit 150 have promoted and smoothed the way for attractive and highly livable in-fill development throughout southern Botetourt. From Daleville to Bonsack and Troutville to Cloverdale roadways, trails and transit provide easy travel by vehicle, foot or pedal. Development policies and standards result in a diverse mix of quality regional retail, restaurants, entertainment, and varied housing options supported by a strong and diverse base of modern offices and industries.

All of this makes for memorable experiences for all who live and visit here, and makes Botetourt County one of America's most desirable places.